

FOR IMMEDIATE RELEASE**Contact:**

Francie Peardon
Community Advocacy Director
Alliance for Substance Abuse Prevention
Eau Claire City-County Health Department
715-839-5091
francie.peardon@co.eau-claire.wi.us

Compliance of Tobacco Sales Improving

Eau Claire, WI – December 30, 2014 – Retail clerks play a key role in decreasing youth access to tobacco by routinely carrying out the law – not allowing youth under 18 to purchase tobacco products. Clerks are the first line of enforcement in preventing youth access to tobacco products. When kids have a hard time getting tobacco, they use less. And the less tobacco our kids use, the more **Wisconsin Wins**. The Wisconsin Wins program (WI Wins) is a state-level initiative aimed to decrease youth access to tobacco products using an effective mix of education and oversight.

Congratulations to the many clerks and retailers in Eau Claire County for successfully requesting and checking IDs over the past year. Thank you for not selling to our youth! During unannounced tobacco sale inspections in 2014, 90% of retailers were in compliance with the law – they did not sell tobacco products to youth under 18. This is the best tobacco compliance check rate in the last four years. The 2013 compliance check rate was 79%.

Establishments are encouraged to provide their employees ongoing training to accurately check IDs and improve the compliance check rate. Smoke Check is a free online tool to learn about Wisconsin's tobacco sales laws. www.smokecheck.org. When clerks know how to keep tobacco away from youth, everybody wins.

Establishments are also encouraged to adopt various options to increase employee skills and compliance, such as:

- Require employees to ask everyone under 35 years old for an ID
- Install registers that require scanning IDs or entering date-of-birth for tobacco/alcohol sales
- Offer an incentive to employees who pass compliance checks
- Obtain additional training resources for employees
- Conduct internal checks

The Eau Claire City-County Health Department conducts ongoing tobacco compliance checks in accordance with Wisconsin law that prohibits the sale of tobacco products to minors. Trained teams, made up of adults and youth, try to purchase tobacco products during the checks. Checks are conducted to ensure that store employees request and verify the IDs of youth attempting to buy tobacco products and that they refuse sales to persons under age 18.

Conducting compliance checks is one of many strategies to prevent or reduce youth tobacco use implemented in Eau Claire County by the Alliance for Substance Abuse Prevention at the Eau Claire City-County Health Dept. School health education, peer education, increasing the price of tobacco products and smoke-free policies are additional strategies that reduce youth tobacco use. For more information, visit www.getinvolvedASAP.org

